

ARE YOU a small-to-medium Christian mission, business or charity that would like some editorial expertise but can't afford a full-time editor, writer or publicity officer?

If so, you can benefit from the experience of a professional freelance editor who has worked in Christian publishing for 20 years.

We live in the information age. Communication has never been more vital for successful organisations, so understanding how to get the right message across in the right way is paramount.

- Is the content of your publicity material and website making your organisation look amateurish or professional?
- Is your material and website saying your mission/business/charity is modern or out of date, relevant or out of touch?
- Are you sure that your promotions, press releases and publicity are conveying the right message for your supporters or customers?
- Do your staff know their it's from their its and their they're from their there?
- Do your press releases or media releases get used in newspapers, magazines, etc.?
- Are your newsletters, bulletins, e-news, web pages or blogs wasting good stories that could enthuse your supporters, attract new customers or maximise giving – if only they were edited better? Are they using crisp, clear and concise text that is written at the right level to grab the attention of the audience you want to reach?
- Do your supporters or customers look forward to reading your latest news or do they never give it a second glance?
- Is your use of words serving your message or hindering it?
- Are there spelling and grammatical errors in your material and on your website that you are not aware of, but your potential supporters or customers are?
- Does all your publicity material and web marketing present a consistent message or a confused picture to enquirers?
- Do you know the key words and powerful phrases that make compelling and motivating copy, that research shows are the most effective?

If you're not sure of your answers to these questions, then your supporters or customers probably aren't sure what you're saying either! Or maybe you can answer these questions and want to improve your communications. Either way, I can help!

Standards of English have fallen in recent decades, but the importance of making the right

impression has never been greater. See what I can do for you, [here](#) .